

kellycoveny

creative director

CAREER PROFILE

Creative brand architect with global experience creating cross-platform content for Fortune 100 companies and start-ups. Launch and grow client business. Manage and mentor creative teams. Spearhead new business pitches. Lead creative development, execution, and resource allocation. Generate ESG initiatives. Write brand mission statements, strategic platforms, and integrated creative campaigns.

CAREER EXPERIENCE

Creative Director • Current

Led Edible Arrangements cross-promotional social/ event initiative for new sub-brand Incredible Edible • Created YUP PUP CBD dog treat brand identity, marketing strategy, integrated social media campaigns and co-branded consumer event programs • Created brand identity for IPO of cannabis company, High Fusion while overseeing strategic launch and collaborating with client on new product initiatives • Develop names and strategic creative initiatives for Keto line of alcoholic beverages • Generate investor deck insights and overview for standing chair/desk company, Movably. Created CAPTIV8 Social Influencer Deck for Amazon pitch.

Chief Creative Officer • Milk* Boutique

Led brand identity across multiple platforms for North American Power Company. "Power of Change" campaign generated 1 million customers in two years, \$200 million in sales, Forbes 100 most promising companies and the sale of the company for \$100M. • Concepted "Match Maker" Campaign for VW focusing on female buyers finding their 'perfect match'. Created 20% increase in sales, 5% average sales growth per month and #1 volume dealer in CT. • Created consumer-facing branding campaign and pitch deck responsible for Dickinson's Witch Hazel entering Walmart and CVS resulting in a 20% sales increase. • Oversaw Okemo Mountain positioning as a world-class four-season experience with "Elevate" campaign. Increased share of wallet with 15% increase in real estate sales, Sold Out accommodations, 30% increase in F&B and 20% rise in off-season visits.

Creative Director • Saatchi & Saatchi

Helped grow revenue on P&G Olay brand by \$1b in three years • Integrated mass and prestige markets with cross-media advertising campaigns resulting in 50% sales increase • Launched ground-breaking digital campaign that generated cross-sale trial between brands • Developed white space markets with international team for launch.

AGENCY EXPERIENCE

Saatchi & Saatchi • Ogilvy • Y&R • FCB • Global JWT • DDB • Hal Riney • Lowe & Partners • Grok • KBS • Laird & Partners • Eire Partners • Burns Group • Robert & Langor • Milk* Boutique • Robert & Langor

BRAND EXPERIENCE

Beauty: Suave, Clairol, Olay, Aveda, Crest White Strips, Dickinson's Witch Hazel, Old Spice Fragrance
Luxury: One Sky, Jets, Okemo Mountain, Morgan's Hotel Group, Abercrombie & Kent
Beverage: Wokka Sake Vodka, Gus Soda, Illy, Coffee, Bigelow Teas, Thomas Hooker Ale, Yellow Tail Wines, Soul Grind Coffee and Vacay Seltzer
CPG: Oreos, Jell-O, Pop Corners, Head & Shoulders, Pop Corners, YUP PUP CBD Dog Treats, Conair
Automotive: Porsche, Volkswagen, Audi
Healthcare: Cialis, Pristiq, Medtronic, Caliva CBD, Pfizer
QSR/Retail: Subway, Payless, Sears
Home: LG Appliances, Anderson Windows, North American Power, Serta
Financial: Chase Bank, DR Bank
Technology: CAPTIV8 Social Influencer AI Platform, Movably Standing Chair APP
Pro-Bono: Ashe Collection, UNITE AFRICA Mentors, CT Refugee Assistance Program, Home with Hope Women's Shelter

AWARDS

Clio, Cannes Gold, Archive, Communication Art Annual, New York Songwriters Circle

EDUCATION

MFA in Poetry and Creative Non-Fiction Fairfield University • BA Northwestern • Certified Mindful Awareness

PROJECTS

Writer/ producer digital book **Empire of Disruption** • Publish blog **Curious Pilgrim Blog** • Writer/ producer national Salon Series, **Evolve the Conversation** • Lyricist/singer of **Spring Has Thrown A Rope** and **From There To Here**

